

Client: Governor Gary Herbert  
 Product: media  
 Campaign: Herbert - Spot TV - General :30

## Station Order

R&R Partners  
 837 East South Temple  
 Salt Lake City, UT 84102  
 801-746-5926

Rev #: 0  
 Flight From: 09/24/2012 to 11/04/2012

Estimate No.: 400-400  
 Contract No.:  
 Job No.:

Buyer Name: Amy Pedro  
 Sweeps: Share May 2012 -> HUT/PUT Nov 11

Market: SALT LAKE CITY  
 Station: KSTU  
 Station Contact: Kent Carbon

Actg. Order No.: 34404  
 WS Order No.: 33325  
 Contract No.:

| Item#                     | Days/<br>Times           | DP/<br>Len | Program Title/<br>Comml Tag | Station Gross            |           |           |           |           | Total<br>Spots | DMA<br>P 35-64<br>(R) |
|---------------------------|--------------------------|------------|-----------------------------|--------------------------|-----------|-----------|-----------|-----------|----------------|-----------------------|
|                           |                          |            |                             | Rate/<br>Total           | Sep<br>24 | Oct<br>08 | Oct<br>15 | Oct<br>22 | Oct<br>29      |                       |
| 1                         | MTWRF--<br>06:00A-07:00A | EM<br>30   | GOOD DAY UT                 | \$375.00<br>\$2,250.00   | 2         | 2         | 2         | .         | .              | 6<br>2.4<br>\$156.25  |
| Comment: PREEMPT W NOTICE |                          |            |                             |                          |           |           |           |           |                |                       |
| 2                         | MTWRF--<br>06:00A-07:00A | EM<br>30   | GOOD DAY UT                 | \$475.00<br>\$1,900.00   | .         | .         | .         | 2         | 2              | 4<br>2.4<br>\$197.92  |
| Comment: NON PREEMPT      |                          |            |                             |                          |           |           |           |           |                |                       |
| 3                         | MTWRF--<br>07:00A-08:00A | EM<br>30   | GOOD DAY UT                 | \$375.00<br>\$2,250.00   | 2         | 2         | 2         | .         | .              | 6<br>3.0<br>\$125.00  |
| Comment: PREEMPT W NOTICE |                          |            |                             |                          |           |           |           |           |                |                       |
| 4                         | MTWRF--<br>07:00A-08:00A | EM<br>30   | GOOD DAY UT                 | \$475.00<br>\$1,900.00   | .         | .         | .         | 2         | 2              | 4<br>3.0<br>\$158.33  |
| Comment: NON PREEMPT      |                          |            |                             |                          |           |           |           |           |                |                       |
| 5                         | MTWRF--<br>08:00A-09:00A | EM<br>30   | GOOD DAY UT                 | \$375.00<br>\$2,250.00   | 2         | 2         | 2         | .         | .              | 6<br>2.0<br>\$187.50  |
| Comment: PREEMPT W NOTICE |                          |            |                             |                          |           |           |           |           |                |                       |
| 6                         | MTWRF--<br>08:00A-09:00A | EM<br>30   | GOOD DAY UT                 | \$475.00<br>\$1,900.00   | .         | .         | .         | 2         | 2              | 4<br>2.0<br>\$237.50  |
| Comment: NON PREEMPT      |                          |            |                             |                          |           |           |           |           |                |                       |
| 7                         | MTWRF--<br>05:00P-05:30P | EN<br>30   | FOX NEWS AT 5               | \$400.00<br>\$2,400.00   | 2         | 2         | 2         | .         | .              | 6<br>1.4<br>\$285.71  |
| Comment: PREEMPT W NOTICE |                          |            |                             |                          |           |           |           |           |                |                       |
| 8                         | MTWRF--<br>05:00P-05:30P | EN<br>30   | FOX NEWS AT 5               | \$500.00<br>\$2,000.00   | .         | .         | .         | 2         | 2              | 4<br>1.4<br>\$357.14  |
| Comment: NON PREEMPT      |                          |            |                             |                          |           |           |           |           |                |                       |
| 9                         | MTWRF--<br>05:30P-06:00P | EN<br>30   | FOX NEWS @ 530              | \$400.00<br>\$2,400.00   | 2         | 2         | 2         | .         | .              | 6<br>2.1<br>\$190.48  |
| Comment: PREEMPT W NOTICE |                          |            |                             |                          |           |           |           |           |                |                       |
| 10                        | MTWRF--<br>05:30P-06:00P | EN<br>30   | FOX NEWS @ 530              | \$500.00<br>\$2,000.00   | .         | .         | .         | 2         | 2              | 4<br>2.1<br>\$238.10  |
| Comment: NON PREEMPT      |                          |            |                             |                          |           |           |           |           |                |                       |
| 11                        | MTWRF--<br>09:00P-10:05P | LN<br>30   | FOX NEWS @ 9                | \$1,500.00<br>\$9,000.00 | 2         | 2         | 2         | .         | .              | 6<br>4.0<br>\$375.00  |
| Comment: PREEMPT W NOTICE |                          |            |                             |                          |           |           |           |           |                |                       |
| 12                        | MTWRF--<br>09:00P-10:05P | LN<br>30   | FOX NEWS @ 9                | \$2,100.00<br>\$8,400.00 | .         | .         | .         | 2         | 2              | 4<br>4.0<br>\$525.00  |
| Comment: NON PREEMPT      |                          |            |                             |                          |           |           |           |           |                |                       |
|                           |                          |            |                             | \$38,650.00              | 12        | 12        | 12        | 12        | 12             | 60                    |

29.8 29.8 29.8 29.8

### Monthly Totals

| Month | Spots | GRP/GRIs | Station Gross<br>Dollars | Station Gross<br>CPP/CPM |
|-------|-------|----------|--------------------------|--------------------------|
|-------|-------|----------|--------------------------|--------------------------|

Advertiser: Governor Gary Herbert  
Campaign: Herbert - Spot TV - General :30

**Station Order**  
SALT LAKE CITY - TV

Station: KSTU

| Monthly Totals |       |          |                       |                       |
|----------------|-------|----------|-----------------------|-----------------------|
| Month          | Spots | GRP/GRIs | Station Gross Dollars | Station Gross CPP/CPM |
| Sep            | 12    | 29.8     | \$6,850.00            | \$229.87              |
| Oct            | 36    | 89.4     | \$22,750.00           | \$254.47              |
| Nov            | 12    | 29.8     | \$9,050.00            | \$303.69              |
|                | 60    | 149.0    | \$38,650.00           | \$259.40              |

Comments

Campaign Remarks:

Upon receipt, fax signed confirmation of order to Amy Pedro at 702-939-4272.

All makegoods must be pre-approved by buyer and run within flight weeks/dayparts of same broadcast month.

All buys will be monitored on a weekly basis. Post logs are due to buyer on Tuesday following on-air week.

Two week standard cancellation policy applies with written notice.

Delivery guaranteed at 90-110%.

By: \_\_\_\_\_